

Figure 1

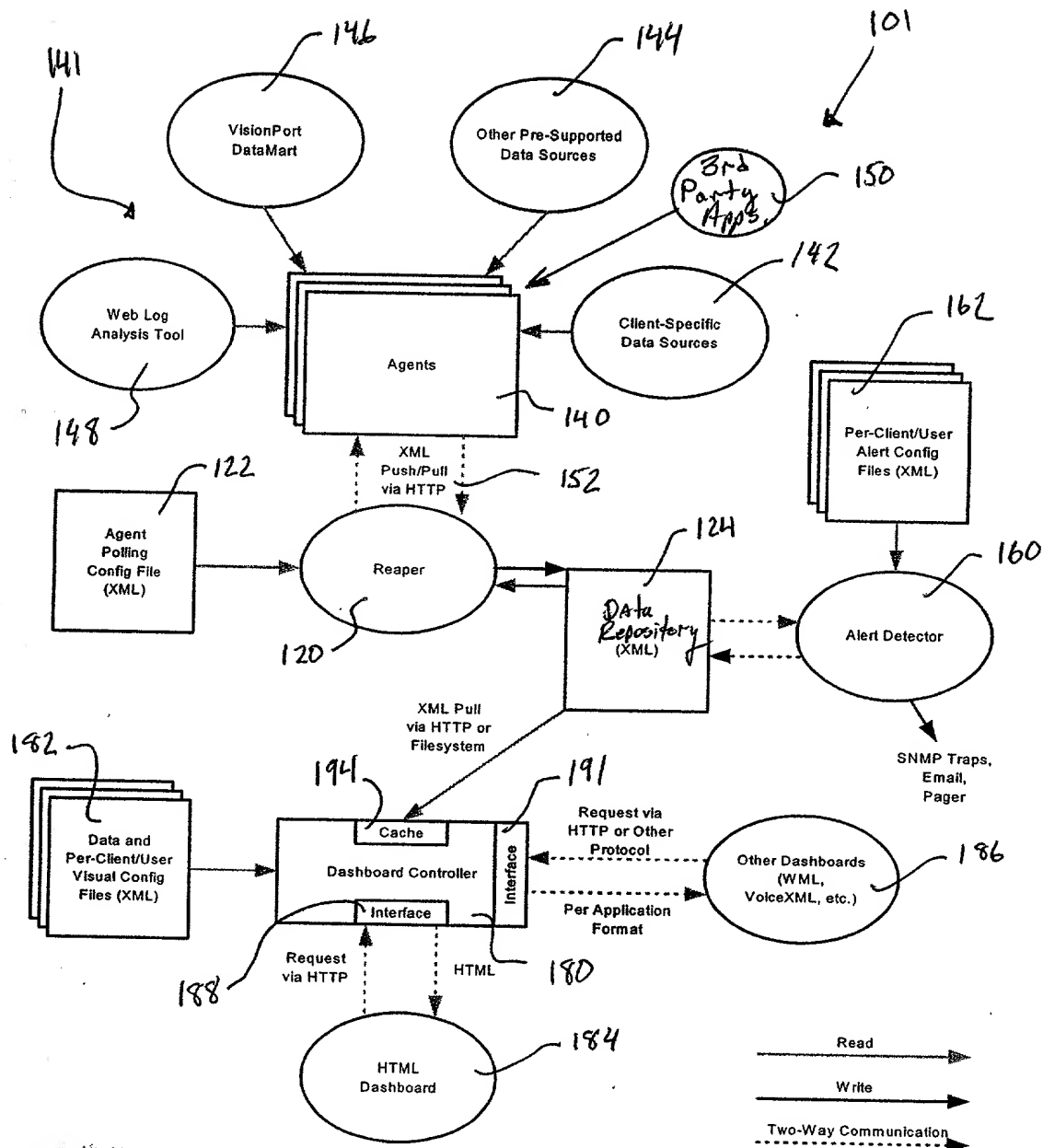
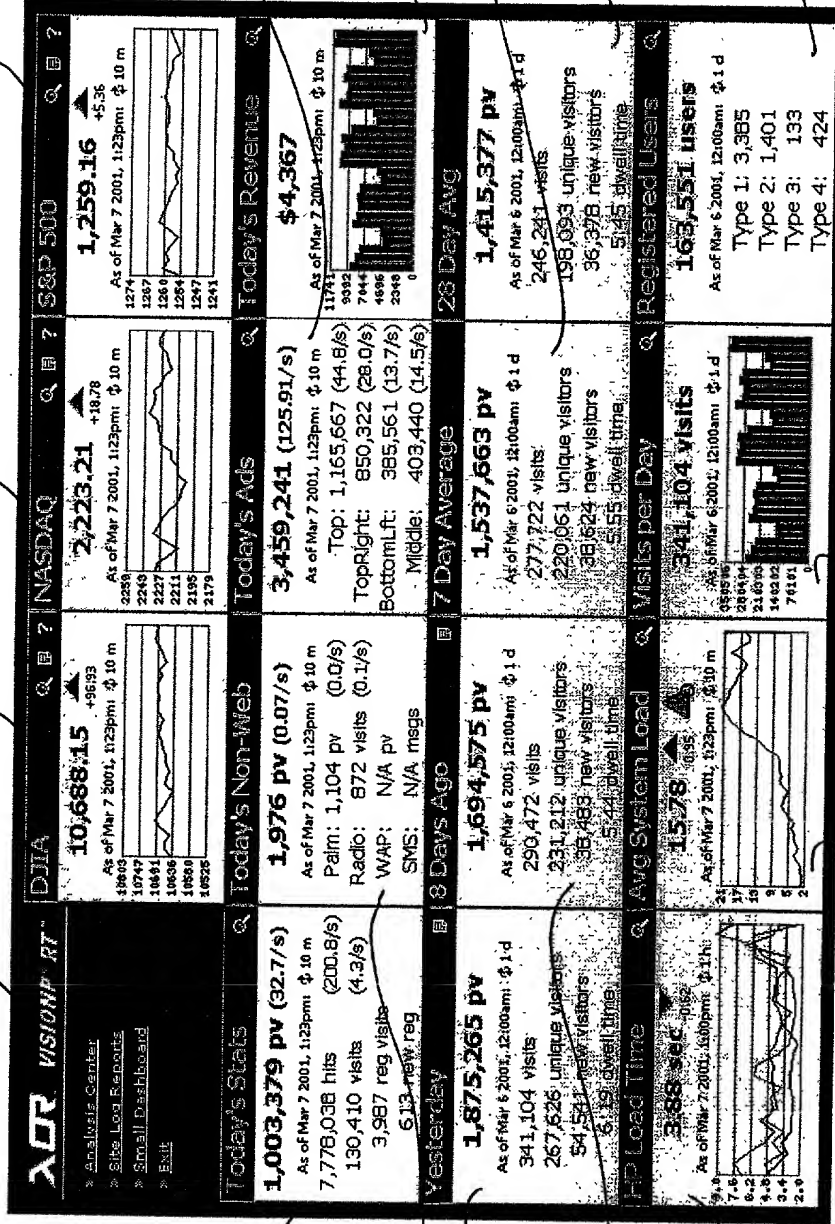


Figure 2

300

305 310 315 320



325 330 345 350 355 360 365 370 375 380

Figure 3

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Figure 4

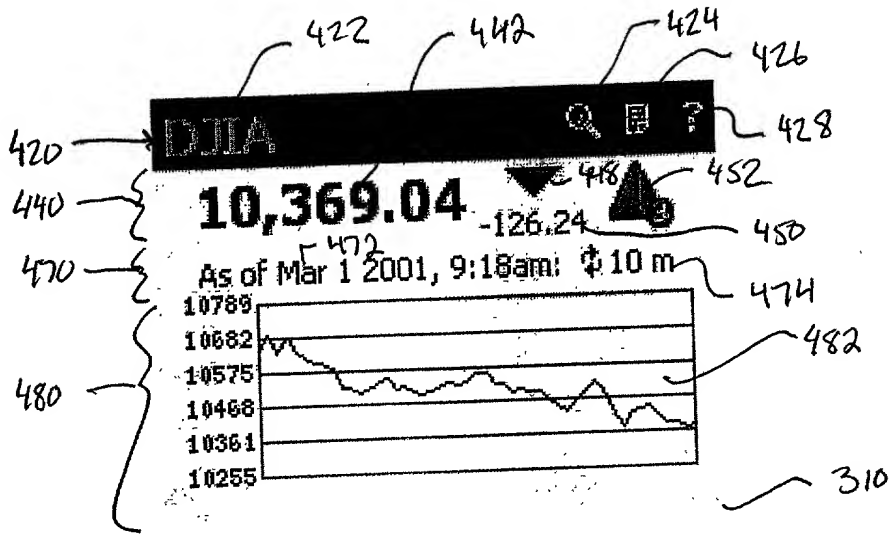


Figure 5

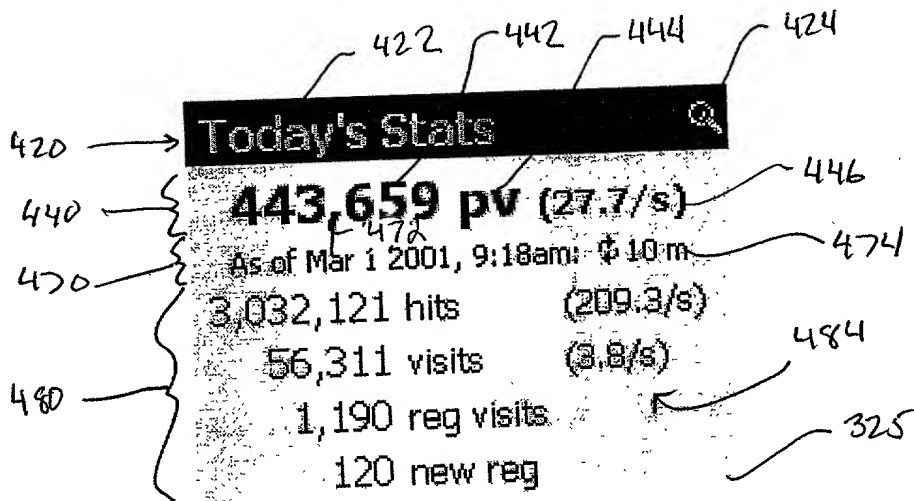


Figure 6

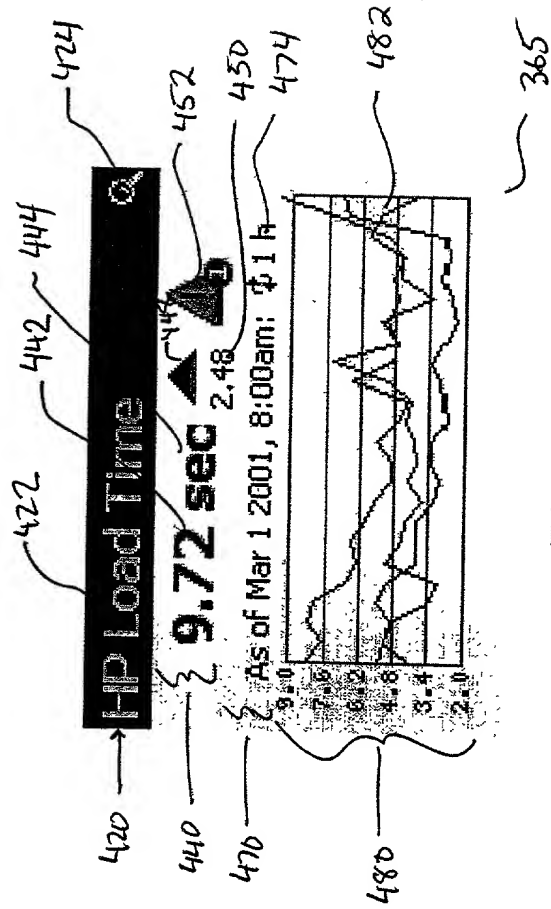


Figure 7

500 7

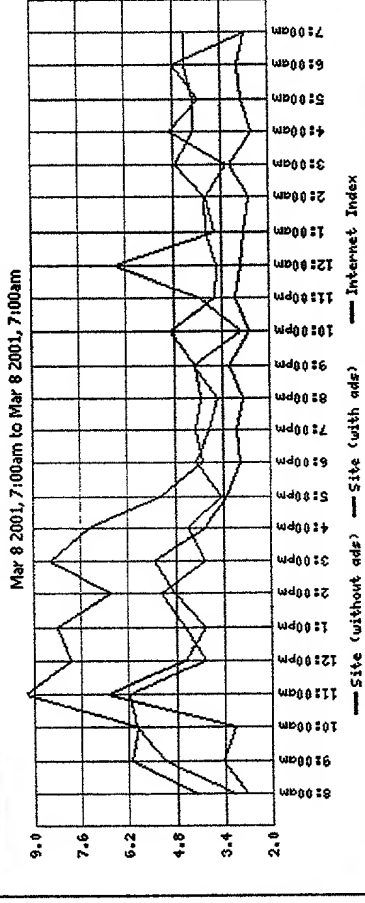
XOR VISION RT

[close window](#)

Homepage Load Time Detail

502 — 2.63 sec — 504
Time period: 6.77 — 506

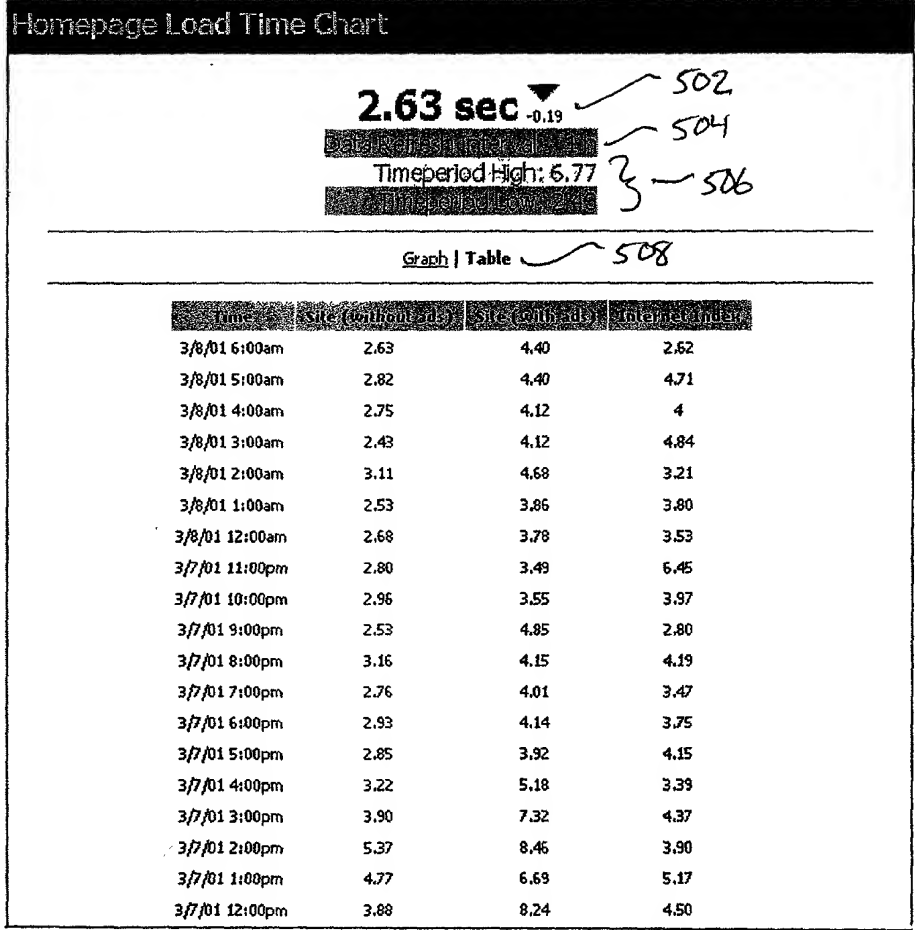
Graph | Table — 508



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Figure 8

600 ↘



512

Figure 9

700 7

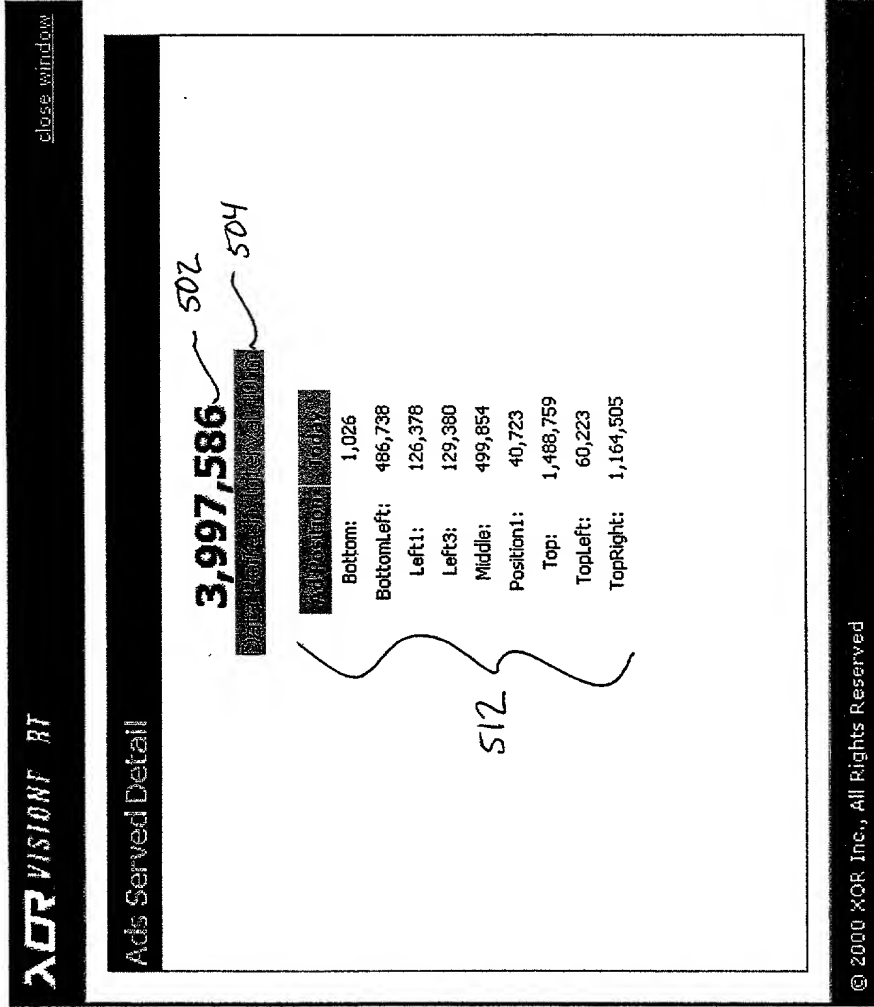


Figure 10

Sample Dashboard - Association View

Small Dash Analysis Center Logout etc.	\$240,833 ▲ 5%	17483 ▲ 5%	80% ▼ 5%
Orders 6993	Sales per Order \$34.44	Repeat Rate 55%	Conversion 40.0%
As of 2:03 PM			
\$50,575,000			
1 Abundant Rose Bouquet \$5,057,500			
2 Contemporary Rose Bouquet \$3,540,250			
3 Your Day Bouquet \$2,023,000			
4 Dried Heart Wreath \$1,517,250			
Orders 1111005 Sales per Order \$45.52			
3750			
Percent of Enrolled Owning Zip Codes 50%			
3671325			
Repeat Rate 65%	Conversion 30.3%		
YTD Daily Average	YTD Daily Average	YTD Daily Average	YTD Daily Average
Zip Code Owner 75.23 Other Member \$55.67	Zip Code Owner 2.5 Other Member 1.0	Zip Code Owner 95% Other Member 65%	Zip Code Owner 95% Other Member 65%
Unique Visitors Today	Unique Visitors Today	Unique Visitors Today	Unique Visitors Today
Today 7605	Today 9878	Today 1284964	Today 1284964
Repeat Visitor Rate 65%	Repeat Visitor Rate 75%	Repeat Visitor Rate 70%	Repeat Visitor Rate 70%
Conversion Rate 90%	Conversion Rate 1.5%	Conversion Rate 2.1%	Conversion Rate 2.1%
Sales per Order \$56.09	Sales per Order \$44.03	Sales per Order \$41.12	Sales per Order \$41.12
MOE Visitor Value YTD \$44.31	MOE Visitor Value YTD \$44.31	MOE Visitor Value YTD \$44.31	MOE Visitor Value YTD \$44.31
Microsite Visitor Value YTD \$0.86	Microsite Visitor Value YTD \$0.86	Microsite Visitor Value YTD \$0.86	Microsite Visitor Value YTD \$0.86

Figure 11

Sample Dashboard - Franchise View

Small Dash Analysis Center Logout etc.	\$212.45 ▲ 5%	5 ▲ 5%	155 ▼ 5%
	Sales per Order \$45.70	Conversion Rate 3.0%	Repeat Rate 55%
\$44,614.50	\$6,692.18 0 to 15 Days \$3,346.09 15 to 30 Days \$2,007.65 Over 30 Days \$1,338.44	<div>1 Abundant Rose Bouquet \$637</div> <div>2 Contemporary Rose Bouquet \$446</div> <div>3 Your Day Bouquet \$255</div> <div>4 Dried Heart Wreath \$191</div>	<div>1 Abundant Rose Bouquet \$4,461</div> <div>2 Your Day Bouquet \$3,123</div> <div>3 Blooming Masterpiece \$1,785</div> <div>4 Contemporary Rose Bouquet \$1,338</div>
Orders 1109 Sales per Order \$40.23			
\$11,153.63	311	10351	YTD
Sales per Order \$35.92	Repeat Rate 65%	Unique Visitors YTD Value per unique visitor YTD \$1.08 Marketing costs per unique visitor YTD \$0.97	Today 0:13:45 Session length 12 Pageviews 10% Cart abandonment rate 12%
\$33,460.88	798		
Percent Referred to Me 55%	Percent Referred to Me 52%	<div>1 48858 \$8,365.22</div> <div>2 60618 \$3,346.09</div> <div>3 55590 \$2,342.26</div> <div>4 34112 \$1,673.04</div>	<div>1 Norm's Flower Petal \$4,182</div> <div>2 Roscoe Stems \$1,673.04</div> <div>3 Flowers By Bob \$1,171.13</div> <div>4 The New Leaf \$836.52</div>

Figure 12

Attorney Docket No. XORI-002/000US
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